

TABLE I  
NATIONAL AD UNITS  
(July 24, 1980)

<u>National Ad Unit</u>	<u>Width in Inches</u>	<u>Depth in Inches</u>	<u>Fits Tab</u>	<u>6 Column Format Only</u>
1	13" (Full)	21" (Full)		
2	13" (Full)	18" (Full)		
3	13" (Full)	10 7/16"		
4	10 5/8"	21" (Full)		
5	10 5/8"	18"		
6	10 5/8"	15 5/8"		
7	9 5/8" (Tab Full)	13 15/16" (Tab Full)	*	
8	9 5/8" (Tab Full)	6 15/16"	*	
9	8 1/16"	21" (Full)		
10	8 1/16"	10 7/16"	*	
11	6 5/16"	21" (Full)		
11A	6 5/16"	13 15/16" (Tab Full)	*	
12	6 5/16"	10 7/16"	*	
13	6 5/16"	5 3/16"	*	
14	4 1/4"	21" (Full)		
14A	4 1/4"	13 15/16" (Tab Full)	*	
15	4 1/4"	10 7/16"	*	
16	4 1/4"	6 15/16"	*	
17	4 1/4"	5 3/16"	*	
18	4 1/4"	3 7/16"	*	
19	1 3/8"	6 15/16"	*	
20	1 3/8"	5 3/16"	*	
21	1 3/8"	3 7/16"	*	
22	1 3/8"	2"	*	
23	1 3/8"	1"	*	
19A	2 1/16"	6 15/16"		6 col.
20A	2 1/16"	5 3/16"		6 col.
21A	2 1/16"	3 7/16"		6 col.
22A	2 1/16"	2"		6 col.
23A	2 1/16"	1"		6 col.

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TABLE 2

INDEX TO TEAR SHEETS  
NATIONAL AD UNITS  
(AUGUST 20, 1980)

<u>SET</u>	<u>PAGE</u>	<u>NO. COLS.</u>	<u>WIDTH</u>	<u>AD UNITS</u>
5	1	6	13"	6, 17, 20A
	2	6	13"	11, 14, 20A, 23A
	3	6	13"	9, 15, 16, 18
	4	6	13"	3, 12, 12
	5	6	13"	4
	6	6	13"	7, 8, 19A, 20A, 21A, 22A
	7	6	13"	10, 12, 14, 19A, 21A
	8	6	13"	5
6	1	8	13"	6, 4, 20
	2	8	13"	11, 14
	3	8	13"	9, 15, 16, 18
	4	8	13"	3, 12, 12
	5	8	13"	4
	6	8	13"	7, 8, 9, 20, 21, 22
	7	8	13"	10, 12, 14, 19, 21
	8	8	13"	5
7	1	9	13"	6, 17, 17
	2	9	13"	11, 14, 21
	3	9	13"	9, 15, 16, 18
	4	9	13"	3, 12, 12
	5	9	13"	4
	6	9	13"	7, 8, 19, 21, 22, 23
	7	9	13"	10, 12, 14, 19, 21
	8	9	13"	5
4	1	8	13 3/4"	1
	2	6T	11 1/8"	7
	2	6T	9 7/8"	7
	3	6T	11 1/8"	10, 18, 21
	3	6T	9 7/8"	10, 18, 21
	4	6T	11 1/8"	8, 16, 19, 22
	4	6T	9 7/8"	8, 16, 19, 22
	5	6T	11 1/8"	12, 15
	5	6T	9 7/8"	12, 20
	6	6T	11 1/8"	13, 16, 17, 20, 22, 23
	6	6T	9 7/8"	13, 17, 18, 20, 22, 23
	7	6T	11 1/8"	11A, 14A
	7	6T	9 7/8"	13, 16, 20, 23
	8	6	13"	1

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<u>SET</u>	<u>PAGE</u>	<u>NO. COLS.</u>	<u>WIDTH</u>	<u>AD UNITS</u>
3	1	6	13 3/4"	6,17,20A
	2	6	13 3/4"	11,14,20A,23A
	3	6	13 3/4"	9,15,16,18
	4	6	13 3/4"	3,12,12
	5	6	13 3/4"	4
	6	6	13 3/4"	7,8,19,20A,21A,22A
	7	6	13 3/4"	10,12,14,19A,21A
	8	6	13 3/4"	5
1	1	8	13 3/4"	6,17,20
	2	8	13 3/4"	11,14
	3	8	13 3/4"	9,15,16,18
	4	8	13 3/4"	3,12,12
	5	8	13 3/4"	4
	6	8	13 3/4"	7,8,19,20,21,22
	7	8	13 3/4"	10,12,14,19,21
	8	8	13 3/4"	5
2	1	9	13 3/4"	6,17,17
	2	9	13 3/4"	11,14,21
	3	9	13 3/4"	9,15,16,18
	4	9	13 3/4"	3,12,12
	5	9	13 3/4"	4
	6	9	13 3/4"	7,8,19,21,22,23
	7	9	13 3/4"	10,12,14,19,21
	8	9	13 3/4"	5

The area within the outside borders is the space available.

Pages were printed on a web that was oversize. The actual web printed on was 31 1/8" (62 1/2") instead of 27 1/2" (55") and 29" (58").

The formats are indicated at the foot of each page. Some space was left at the bottom of each page to show the makeup grid lines.

All pages except the tabloid pages are printed same size.

The tabloid pages had to be reduced 5% in order to accomodate our cut-off.

Ad Unit 11A is 6 5/16" X 13 15/16" (full depth tabloid)

Ad Unit 14A is 6 5/16" X 13 15/16" (full depth tabloid)

Ad Units 11A and 14A were included after our July 20, 1980 meeting.

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# NATIONAL AD UNITS

No. 14		No. 11		No. 9		No. 4		No. 1	
						No. 5		No. 2	
						No. 6			
No. 14A ★		No. 11A ★				No. 7 ★		No. 3	
No. 15 ★		No. 12 ★		No. 10 ★					
No. 19 ★	19A	No. 16 ★				No. 8 ★			
No. 20 ★	20A	No. 17 ★		No. 13 ★					
No. 21 ★	21A	No. 18 ★							
No. 22 ★	22A								
No. 23 ★	23A								
						ANPA RESEARCH INSTITUTE			
						July 24, 1990			

21"

13"

★ Fits tabloid

19A thru 23A - 6 column format only

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